

## CLAIMS

- 1           1.     A merchandising hanger comprising:  
2                 a planar surface having a top and a base, the planar surface adapted to receive  
3                 printed indicia thereon and be suspended from a rod; and  
4                 a tab extending from the base of said surface, said tab having a stud integral  
5                 with one of a first tab portion or a third tab portion and an aperture having a flange  
6                 therein through the first tab portion or the third tab portion not having the stud  
7                 integral therewith, the first tab portion having a first tab portion thickness, the third  
8                 tab portion having a third tab portion thickness, and intermediate between the first tab  
9                 portion and the third tab portion a second tab portion having a second tab portion  
10                thickness where the second tab portion thickness is less than the first tab portion  
11                thickness.
- 1           2.     The hanger of claim 1 wherein the stud has a body and a conical cap.
- 1           3.     The hanger of claim 1 wherein there is an opening adjacent to the base  
2                of the stud and the first tab portion or the third tab portion integral therewith.
- 1           4.     The merchandising hanger of claim 1 wherein the stud extends from  
2                the first tab portion and the aperture is through the third tab portion.

1           5.     The hanger of claim 1 wherein the flange is divided into a plurality of  
2 flange portions.

1           6.     The hanger of claim 1 wherein said planar surface and said tab are a  
2 single piece molded of a thermoplastic material.

1           7.     The hanger of claim 2 wherein the conical cap is hemispherical.

1           8.     The hanger of claim 1 wherein the ratio of the first tab portion  
2 thickness:second tab portion thickness:third tab portion thickness is 1.5-3.5:1:1.3-2.5.

1           9.     The hanger of claim 8 wherein the first tab portion thickness is greater  
2 than the third tab portion thickness.

1           10.    A merchandising hanger comprising:  
2           a planar surface having a top and a base, the planar surface adapted to receive  
3 printed indicia thereon and be suspended from a rod; and  
4           a tab extending from the base of said surface, said tab having a stud integral  
5 with one of a first tab portion or a third tab portion and an aperture through the first  
6 tab portion or the third tab portion not having the stud integral therewith, the first tab  
7 portion having a first tab portion thickness, the third tab portion having a third tab

8 portion thickness, and intermediate between the first tab portion and the third tab  
9 portion a second tab portion having a second tab portion thickness wherein the ratio  
10 of the first tab portion thickness:second tab portion thickness:third tab portion  
11 thickness is 1.5-3.5:1:1.3-2.5.

1 11. The hanger of claim 10 wherein the stud has a body and a conical cap.

1 12. The hanger of claim 10 wherein the aperture has a flange therein.

1 13. The hanger of claim 10 wherein there is an opening adjacent to the  
2 base of the stud and the first tab portion or the third tab portion integral therewith.

1 14. The merchandising hanger of claim 10 wherein the stud extends from  
2 the first tab portion and the aperture is through the third tab portion.

1 15. The hanger of claim 12 wherein the flange is divided into a plurality of  
2 flange portions.

1 16. The hanger of claim 12 wherein said planar surface and said tab are a  
2 single piece molded of a thermoplastic material.

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- 1            17.    The hanger of claim 11 wherein the conical cap is hemispherical.
- 1            18.    The hanger of claim 10 wherein the first tab portion thickness is
- 2    greater than the third tab portion thickness.